

**ALAMEDA GOLF COMMISSION
MINUTES OF REGULAR MEETING**

Wednesday, October 21, 2009

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:35 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Vice Chair Bill Schmitz, Commissioner Ray Gaul, and Commissioner Betsy Gammell

Absent: Commissioners Bill Delaney and Jeff Wood

Staff: John Vest, General Manager, Matt Wisely, Superintendent, and Dale Lillard, Director of Recreation and Parks

1-B APPROVAL OF MINUTES

The Commission unanimously adopted the minutes of the September 16, 2009 regular meeting.

1-C ADOPTION OF AGENDA

The Commission unanimously adopted the agenda.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

None

4 AGENDA ITEMS

4-A Golf Complex Financial Report through August 2009

Bob Sullwold stated that, for the 3rd month in a row, there are no financial statements, no year-end financials and no detailed budget for the coming year from the City. Rounds on the Clark course in September 2009 were about 130 more than September 2008. In general, however, rounds are down this year as compared with last year, and the downward trend appears to be continuing. Compared to August 2009, September rounds are down on all three courses. On a positive note, the total revenue generated from the Mif Albright course since it reopened on May 22 is

approximately \$57,000, which more than covers the anticipated cost for the entire six month period, with two months left. John Vest stated that he and Patti Straass have been working on a report to the Golf Commission regarding Kemper's efforts to control expenses during its time as interim manager, and how Kemper's expenses compare to those incurred during most recent comparable period of self-management.

4-B Discussion/recommendation re long-term management of Golf Complex

Chair Sullwold stated that they had just received copies of the Request for Proposals minutes before the start of the meeting. She noticed in flipping through the document that page 12 lists the various different scenarios the City proposed. Dale Lillard advised that the RFP was released to the public today. The RFP specifies a mandatory pre-bid meeting on November 6; the deadline for any questions is November 10; proposals are due on November 19; interviews are scheduled for December 9; an operator will be selected on December 11; and then negotiations for the terms of the contract will take place in December, January and February. A motion was made and seconded to request that the Golf Commission be represented on the selection committee(s). The motion passed unanimously.

Gary McAfee spoke against the concept of a long-term lease of the Golf Complex. It was suggested that most of Mr. McAfee's concerns had been addressed during previous Commission meetings over the past two or three years. During that lengthy period, the Commission considered various ways to continue self-operation. In view of the dismal financial projections for the Complex, however, the Commission reluctantly concluded that outside management was the only fiscally viable solution to keeping golf in Alameda.

There was further discussion of the role the Golf Commission should play in the selection process for a long-term lessee. The Golf Commission moved, seconded and unanimously passed a resolution that Golf Commission representatives be included in the review of proposals, as well as interviews of candidates for the long term lease.

Joe VanWinkle reported by email to Chair Sullwold that an unidentified Driving Range shop employee had given out information to unidentified golfer(s) that the Mif Albright course was closing on October 31, 2009. The information provided was incorrect and the situation has been corrected. Bob Sullwold asked John Vest whether additional staff had been hired to maintain and operate the Mif Albright course; John explained that staff had been shifted to cover staffing. He also stated that if the course were to be closed, Kemper might be able to reduce staff somewhat, but stated his opinion that the revenue generated by the Mif would continue to exceed expenses if the course remains open. The Commission moved, seconded and unanimously passed a resolution requesting that the Mif Albright course remain open after November 30, 2009.

4-C Request for repayment of \$300,000 from Measure WW Funds

Dale Lillard stated that this particular bond was for purchase of new park lands or for renovation of large areas of traditional parks. He expressed his opinion that the East Bay Regional Park District, which controls distribution of Measure WW funds, would not be inclined to approve renovation projects on “profit-generating” park lands such as the Golf Complex. Dale had spoken to Interim City Manager Ann Marie Gallant regarding the loan to the City of \$300,000 from the Golf Enterprise Fund. He said that Ann Marie would be happy to attend a future meeting of the Golf Commission to address issues relating to the \$300,000 loan and possible repayment. The Golf Commission agreed to place this item on the November meeting agenda, and asked John Vest to coordinate the date with Ann Marie.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report by John Vest

John Vest stated that, as of October 21, there have been 787 rounds played at the Complex in October, generating \$6,321 in total revenue. He advised that the cart barn had recently been broken into, and the intruders scattered 10 to 15 carts over the golf courses. A side of the cart barn fence had to be repaired, along with the gate. About four cart battery chargers were damaged at a cost of \$300 each. John reported that a professional cleaning service has been hired on a temporary basis; they are taking care of all the bathrooms. Receipts are still being checked on the course to reduce the number of non-registered, non-paying golfers. Monthly cards will now be stamped with a statement that the card may be revoked if misused; the purchaser will be required to sign an acknowledgement of the revocation policy at the time of purchase. The driving range has continued to stay busy in the evenings. The Get Ready for Golf program has been going well, as we are heading into the second session.

5-B Golf Complex Maintenance activities report by Matt Wisely

Matt Wisely advised that the grass was growing faster than expected due to the 3 ½ inches of rain we received last month. Now that things are slowing down, the equipment issues he discussed last month are somewhat easier to deal with. He has looked into renting equipment on a short term basis, but has located no vendor who will rent this type of mowing equipment for a short period of time. Aerification is completed on the north course; unfortunately the rain stopped them from aerifying the south course, as the greens need to be dry. The recycled water has been shut off due to the rain, but Matt believes the ponds have sufficient water to get us through. No trees were lost in the recent storm, but some large limbs came down. The City’s maintenance workers were recently given layoff notices as of the end of the year; immediately after receiving the notices, six workers called in sick. John said they will be looking for 12 people to start work in January.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

In Norma's absence, Connie Wendling thanked everyone for the help for the Jack Clark Invitational tournament which was a success, bringing in about \$5,000. Chairperson Sullwold stated she spoke with Mrs. Arnerich regarding a program for donation of benches for the Fry and Clark courses. This issue will be discussed at the November meeting. John Vest agreed to look into what the cost would be for a good quality bench with a memorial plaque.

5-D Golf Complex Restaurant Report, Jim's on the Course

Tom Geanekos stated they have new items on the menu, including paninis and sliders, and he would continue to offer the football package. Business on the weekends have been good, and they have been working on customer service with the staff. Commission Schmitz stated that complaints he has heard are all regarding the shack on the North Course. Matt Wisely requested Tom ask his employees not to feed the feral cats that hang out around the shack, and also to discourage anyone else who attempts to do so.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

John Vest stated the Columbus Day Sale generated about \$4,200, and that twilight rates will be available for the next month starting at 12:00. p.m.

6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

None

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

None

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for October 2009 of \$9,723. The year-to-date total to the General Fund is \$50,117 for FY 2009-10.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Update on Golf Complex finances
- Discussion regarding long-term planning for the Golf Complex
- Consideration of a Memorial Bench program for the Golf Complex

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 8:23 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.